



GLOBAL STRATEGY TO
ACCELERATE
TOBACCO CONTROL

*Advancing sustainable development
through the implementation
of the WHO FCTC 2019 - 2025*

VISION

A healthy and sustainable world for all,
free of the tobacco epidemic.

MISSION

To protect present and future generations from
the devastating health, social, environmental and
economic consequences of tobacco consumption,
and exposure to tobacco smoke, through the full
and timely implementation of the WHO FCTC.

TARGET

To measure success of this Strategy,
we will use the agreed voluntary global
target of “a 30% relative reduction in
the age-standardized prevalence of
current tobacco use in persons aged
15 years and over by 2025”.

STRATEGIC GOALS

ACCELERATING ACTION

STRATEGIC OBJECTIVE 1.1

Give priority to enabling action to
accelerate WHO FCTC implementation,
including effective forms of technical and
financial assistance to support Parties in
the identified priority action areas.



STRATEGIC OBJECTIVE 1.2

Strengthen systems for regularly capturing
and sharing lessons and evidence on new,
innovative and successful means of
implementing tobacco control measures.



BUILDING PARTNERSHIPS

STRATEGIC OBJECTIVE 2.1

Mobilize international, intergovernmental
and developmental partners to integrate
the WHO FCTC into their work, and/or
their SDG responses, by raising the profile
and visibility of the WHO FCTC; and to
influence and stimulate tobacco control
action at the regional and national levels.



STRATEGIC OBJECTIVE 2.2

Catalyze and leverage the contributions
of external stakeholders, particularly
civil society, to achieve the aims of the
Convention.

**PROTECTING INTEGRITY & BUILDING ON
THE ACHIEVEMENTS UNDER THE WHO FCTC**

STRATEGIC OBJECTIVE 3.1

Improve the governance and administrative
mechanisms of the WHO FCTC to ensure
that all WHO FCTC related activities
are prioritized, effective and sustainable,
and insulated from any influence by the
tobacco industry.



STRATEGIC OBJECTIVE 3.2

Support and encourage Parties in their
efforts to remove barriers to country-level
tobacco control efforts.



OPERATIONAL OBJECTIVES

OPERATIONAL OBJECTIVE 1
SUSTAINABLE FUNDING

Manage the finances of the Convention
and find new revenue streams to support
WHO FCTC implementation activities.

OPERATIONAL OBJECTIVE 2
OPERATIONAL EFFECTIVENESS

Promote optimal operation of the COP and the
capacity of the Convention Secretariat to provide
support to the Parties in their implementation,
monitoring and reporting work.